

Education of Commerce through Cinema week

Department of Commerce, School of Commerce and Management Studies, Jain University organized an intra-collegiate event “Education of Commerce through Cinema (EDUCOMCINE) Week” on 2 – 7 February 2015 for II and IV Semester students.

The event was a new teaching technique which is conceptualized to revolutionize the teaching pedagogy by digitalizing the concepts of Commerce & Management, making it accessible through cinema for better understanding by the students.

The movie screened for the students was “Shuttlecock Boys”. The storyline of the movie provides a better insight into Entrepreneurship skills and the problems faced by people and how they overcome it.

The response for the movie was positive and the students were able to relate the movie to their subject and learnt the Entrepreneurship concepts in a better way.



Volunteers of EDUCOMCINE introducing the concept to the audience



Explaining the importance of analysis of the session



Movie being screened for IV semester students



The Question and Answer session being conducted by the team